VALUES, ATTITUDES AND BEHAVIORS

Overview

- Define values, attitudes, behaviors and beliefs

- Explain the importance of beliefs, values, and norms

- Explain the value system and the significance of the socialization process

- Explain Louis Rath's seven value criteria

- Explain cognitive dissonance and ways to reduce it

Army Values

- LOYALTY
- DUTY
- RESPECT
- SELFLESS SERVICE
- HONOR
- INTEGRITY
- PERSONAL COURAGE

Categories of Values

- Personal Values
  - representative of an individual's moral character

- Social Values
  - Folkways- values people accept out of habit
  - Morals- morality which governs values
  - Institutional- ways or practices set up under law
  - Taboos- the emphatic do's and don'ts of a particular society

Categories of Values

- Political
  - "American Way", public service, voting, civic responsibility
- Economic
  - Such mediums as equal employment, stable economy, money, private property, pride of ownership, and taxes
- Religious
  - Characterized by reverence for life, human dignity and freedom of worship
- Socialization
  - Major source of individual values

Louis Rath's Value Criteria

- Choosing Freely
  - No one can force you into a value

- Choosing from alternatives
  - Choosing after consideration of the consequences

- Choosing after the thoughtful consideration
  - Being committed to the choice

- Prizing and cherishing
  - Being happy with your choice

Louis Rath's Value Criteria

- Affirming
  - Letting others know where you stand

- Acted upon
  - Your actions speak louder than words

- Repeated
  - Consistent in your pattern of life

Attitude

A state of mind or feeling with regard to some matter

Characteristics of Attitude

- Difficult to measure
  - Indicated by behavior, reactions to individual situations, social values

- May create inflexibility and stereotypes
  - Based on inconsistencies, incorrect assumptions or other false data

- Demonstrated by behavior

Characteristics of Attitude

- Formed largely from the continuous process of socialization

- Positive or negative

- Once formed not easily changed
  - Takes a SEE, new conditions, new experience, and new information
  - Attitudes may be affected by age, position, and education

Behavior

The manner of conducting oneself. The response of an individual or group to it's environment.

BETARI Box Model

MY ATTITUDE

AFFECTS

AFFECTS

YOUR BEHAVIOR

MY BEHAVIOR

AFFECTS

AFFECTS

YOUR ATTITUDE

Cognitive Dissonance

- A state of internal tension that results from an inconsistency between any knowledge , belief, opinion, attitude or feeling about the environment, oneself of one's behavior. It is psychologically uncomfortable.

  - Cognitive- being reduced to factual knowledge; act or process of knowing including both awareness and judgment.

  - Dissonance- lack of agreement, inconsistency between one's actions and one's belief

Ways to Reduce "Cognitive Dissonance"

Avoidance

Denial

Change

Example of the Process

- SFC Jones is unhappy that women are now assigned to his unit because he feels that females cannot handle stressful emergency situations. Then during a situation one female functions well during an emergency.

- SFC Jones experiences cognitive dissonance.

- How does Jones reduce this?

Example of the Process

- <u>Avoidance</u>- SFC Jones delegates responsibilities so he doesn't have to come in contact with females, or asks for a transfer.

- <u>Denial</u>- SFC Jones passes this off as an exception to the rule

- <u>Change</u>- SFC Jones thought females could not perform under stress, but he was wrong.

- Have you experienced this? Now you know the big words for what happened to you.

Beliefs/Norms

- Beliefs are assumptions or convictions you hold as true about some thing, concept or person.

- Norms are the rules or laws normally based on agreed-upon beliefs and values that members of a group follow to live in harmony.

    – Formal- official standards or laws that govern behavior.

    – Informal- unwritten rules or standards that govern the behavior

Summary

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- Explain cognitive dissonance and ways to reduce it